



# News Release

**ORANGE COUNTY/INLAND  
EMPIRE DISTRICT OFFICE**

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## **Cindy Greaver, Owner and CEO of MRS. G's Selected as 2019 Micro Business of the Year**

**SANTA ANA, Calif.** – The U.S. Small Business Administration, Orange County / Inland Empire District Office has selected Cindy Greaver, Owner and CEO of MRS. G's to be recognized as the 2019 Micro Business of the Year. Greaver was nominated for the award by Paul Nolta, assistant director for the Inland Empire Small Business Development Center.

MRS. G's started as a warm gesture of hot pepper jellies for family members during the holiday season over 20 years ago. Overcoming issues unique to the food business such as finding shelf stable ingredients, packaging to reduce breakage, identify best shipping rates all the while contending for a share of this highly competitive market were some of her early challenges. In 2013, Cindy Greaver graduated her jellies from a hobby to a professionally branded artisan product. MRS. G's is now distributed to more than 20 retail locations in California and Nevada, as well as local events and online.

Developing recipes for larger production, Greaver has been careful to protect her small batch quality that began in her kitchen despite the substantial growth MRS. G's has experienced. Greaver selected a local fourth-generation co-packer to insure excellence in taste and quality while also supporting the local community she loves. Greaver is dedicated to local sourcing and using only non-GMO, natural ingredients. MRS. G's has also collaborated with other local makers to create limited edition products to support local charitable organizations.

Greaver's passion, resourcefulness, determination and grit to achieve success is the reason MRS. G's has grown to where it is today. These traits, along with guidance from the Small Business Development Center, have pushed her micro business from a hobby to a business of multi-channel distribution. As a woman-owned, home-based business in Temecula, CA, MRS. G's is putting the busy in micro business.

Cindy Greaver will be recognized and receive her award as the 2019 Micro Business of the Year at the local Small Business Week Awards program to be held Friday, June 7 from 10:30 a.m. until approximately 2 p.m. at the Disneyland Hotel Grand Ballroom. For more information on the event, email [events@ochcc.com](mailto:events@ochcc.com) or call (949) 891-1464.

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**About the U.S. Small Business Administration (SBA)**

The U.S. Small Business Administration (SBA) was created in 1953 and is a Cabinet-level agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. The SBA helps Americans start, build and grow businesses, and recover from disasters. Through an extensive network of field offices and partnerships with public and private organizations, the SBA delivers its services to people throughout the United States, Puerto Rico, the U.S. Virgin Islands and Guam. To learn more about SBA, visit [www.sba.gov](http://www.sba.gov).

### **About the Orange County / Inland Empire District Office**

The Orange County / Inland Empire District Office, under the leadership and vision of J. Adalberto Quijada, District Director, is responsible for the delivery of SBA programs and services in the Southern California counties of Orange, Riverside, and San Bernardino. Located in Santa Ana near John Wayne Airport, the office and its staff facilitate understanding and access to SBA loan programs; coordinate and conduct hundreds of training sessions and special events annually such as matchmaking forums and loan workshops; and manage a portfolio of nearly 100 businesses enrolled in the agency's 8(a) business development program.